



# CITY OF CONCORD

## NEW HAMPSHIRE

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### ECONOMIC DEVELOPMENT ADVISORY COUNCIL

**Minutes**  
**July 9, 2010**  
**7:30 A.M.**

The meeting convened in the City Council Chambers, 37 Green Street, Concord. Coffee and refreshments were served compliments of Tim Bernier.

**PRESENT:** Tim Bernier, Walter Chapin, Mark Coen, Peter Cook, Michael DelloIacono, Larry Gloekler, Stephen Heavener, John Hoyt, Bill Norton, and Claudia Walker

**ABSENT:** Allen Bennett, Christopher Carley, Maura Carroll, Byron Champlin, Jan McClure, Connie Rosemont, and Dan St. Hilaire

**STAFF:** Carlos P. Baía, Deputy City Manager - Development  
Matthew R. Walsh, Assistant for Special Projects  
Bev Rafferty, Administrative Assistant

In Chairperson Carley's absence, Tim Bernier chaired the meeting and called it to order at 7:40 A.M.

#### **I. MINUTES OF THE JUNE 4, 2010 EDAC MEETING**

Bill Norton made a motion to accept the minutes as written; Michael DelloIacono seconded; motion passed unanimously.

#### **II. STRATEGIC (REDEVELOPMENT) SUBCOMMITTEE REPORT**

Bill Norton had prepared a report on April 15, 2009, based on a meeting of the Strategic Subcommittee regarding sites for redevelopment in Concord. Mr. Norton explained that the subcommittee thought it was useful to look at some of the larger sites and bring proactive attention to them. He noted that not much has happened since that April 2009 meeting.

Discussion ensued with questions as to the opportunity or enthusiasm of EDAC to initiate action on these parcels.

Mark Coen recounted what happened in the late 80's when the mall was coming into Concord. There was a lull at that time but the city made a commitment to be proactive and construct needed infrastructure.

Tim Bernier noted that the recession of the early 90's, was real estate driven. There were a large number of approved projects at the time, unlike now.

Mr. Norton observed that Concord, as an urban center, is losing population. Stephen Heavener mentioned that a recent Wall Street article indicates the extension of bank credit is stopping.

Mr. Coen inquired if EDAC should look at the Abbott Village property.

Michael DelloIacono feels the time has come to focus on redevelopment sites.

Mr. Norton reviewed the list of properties included with the sub-committee's report and particularly spoke of RIVCO. The acreage and the river frontage give the property potential but he felt that as it is today, nothing would happen with that property.

Stephen Heavener noted that New Hampshire does not have a competitive business recruitment environment.

Tim Bernier suggested EDAC continue with the sub-committee and have them look at the properties and report back with updated information. John Hoyt noted that we want to get people to look at Concord for what it has to offer. Mr. DelloIacono asked if we should try and approach the owners of the properties on the list and see what they have to say. If no one is coming to Concord, Concord needs to market itself.

Claudia Walker felt that the city should focus on the Opportunity Corridor for growth.

Alluding to Main Street Concord, Inc.'s success in coordinating dozens of disparate retailers, Mark Coen posited whether the same couldn't be done with the Opportunity Corridor property owners. Tim Bernier noted that some of the properties on the list are ready to go to market if approved by the owners. He suggested the committee reconvene and identify those properties with the greatest potential for redevelopment in today's market. The committee should also make specific recommendations on how to proceed with those properties. Tim Bernier noted the limited resources of the City and the need to provide targeted recommendations to city council.

The sub-committee was reconvened with Bill Norton, Stephen Heavener, Larry Gloekler, and Matt Walsh, and Carlos Baía agreeing to serve. Claudia Walker suggested that the sub-committee review the report being done by Jeff Taylor to ensure that its recommendations don't impede the development of these sites.

Larry Gloekler noted that Concord has no incubator space. There was discussion about the definition of incubator space and it was noted that the Creative Concord is working on that issue.

### **III. CREATIVE ENTERPRISE - UPDATE**

As Byron Champlin was unable to attend today's meeting, Walter Chapin gave a brief update on the Creative Enterprise activities. Mr. Chapin noted that Artspace, the company contracted to work with Creative Concord, has developed a thorough questionnaire which addresses artists' live/work incubator space. There has also been some talk about South End incubator space.

Also, Mr. Chapin informed EDAC that the NH League of Craftsmen has sold all of their 2010 tax credits.

### **IV. MARKETING FOR CITY DEVELOPMENT**

Carlos Baía informed EDAC that despite the growing popularity of social media for marketing, the City is restricted in its use of these forums. The City is also constrained by the lack of an advertising budget. To make up for this, the City recently created an in-house newsletter and Tax Relief RSA 79-E brochure which was circulated to the EDAC members electronically.

Mr. Baía thanked Tim Bernier and Peter Cook for their positive ideas regarding the newsletter for future issues.

Mr. Baía noted the newsletter and brochures have been placed in various locations around the City Hall campus as well as sent to the Chamber of Commerce and Main Street, Inc. He encouraged the EDAC members to pass the information along in the course of their own activities. Some members suggested sending the newsletter to the builders association and to local architects and engineers.

Michael DelloIacono noted that Facebook gets you in front of people quicker but it is labor intense; you'd need someone to make changes every day. Bill Norton noted he does a quarterly newsletter from his business (Norton Asset Management) which identifies available properties. As far as the broader region, he felt that NH Business Review was the best resource for the state and the New England Real Estate Journal is good for going outside New Hampshire.

It was suggested including the brochure and newsletter with the city water bill but it was noted that this would have resulted in many being thrown away as the target audience is the development community. Stephen Heavener suggested getting supplies to banks, realtors, and developers. Walter Chapin noted that with no budget for advertising, public relations would be needed. Mr. DelloIacono asked if the newsletter could be e-mailed and transmitted digitally to developers, etc. At this time there is no e-mail distribution list. Mr. Cook offered to work with the City to possibly address printing of the items.

## V. **BUILDING PERMIT INFO**

There was no discussion on this item.

## VI. **OTHER BUSINESS**

**Budget:** Bill Norton inquired how the building permit numbers came in relative to the budget for FY 2010. Carlos Baía noted FY 2010 came in under what was projected at the outset of the fiscal year but with improvement toward the end. He mentioned that, of late, the City has witnessed movement on the Vineyards and Glen Ellen residential projects and is still counting on the St. Paul's School, the Sanel Block, and possibly Concord Steam.

**Next meeting:** There will not be a meeting in August. Due to the Labor Day weekend, the September meeting will be held September 10<sup>th</sup>. Connie Rosemont will host this meeting at Red River Theatres. Tim Bernier asked staff to e-mail the members to let them know of this date change.

**General discussion:** Mark Coen inquired where the most recent economic growth movement is coming from. Is it Boston and making its way north or is it Bedford/Hooksett? Where do we see Concord 5 - 10 years from now? There was discussion about Hooksett, Boston, and other communities. Michael DelloIacono noted that finding skilled labor in New Hampshire is a challenge.

Larry Gloekler noted the Upper Valley is doing great but they advertise themselves. Mr. Gloekler suggested setting up a day when all the communities get together to talk about trash, transportation, and utilities on a regional level not just the individual city/town.

Peter Cook noted Claremont is doing well with Hypertherm and he noted that Concord is fairly stable. Bill Norton noted Manchester has studio apartments, some of which are used for creative economy live/work space.

**Concord Housing Authority - Parmenter Road project:** John Hoyt indicated to EDAC that this project will be leasing as of September 1, 2010; paving is being done next week.

**VII. ADJOURNMENT**

There being no further business and upon a motion duly made and seconded, the meeting adjourned at 8:45 A.M.

Respectfully submitted,

Beverly A. Rafferty  
Administrative Assistant